

EFIRD'S FIRST

SUMTER'S LARGEST AND FASTEST
GROWING DEPARTMENT STORE

EFIRD'S SALE

Celebrating the First Anniversary of Our
Business in Sumter

Starts Saturday, Oct. 8, 9 a. m.

And Lasting Ten Days, Closing WEDNES-
DAY, OCTOBER 19th

This Sale marks the successful completion of Efird's first year of honest merchandising in Sumter. During the first year that it has been this store's privilege to serve this community, thousands of shoppers have become acquainted with Efird's quality merchandise, its honest and straightforward business principles and its ability to sell goods of newest styles and highest quality at lowest prices. When we come to celebrate our First Anniversary we feel most appreciative and thankful for the vast business we have enjoyed and the confidence that is invested in us by the public and in an endeavor to lend expression to our thankfulness we are launching

EFIRD'S GREATEST OF ALL STORE-WIDE REDUCTION SALES

WE SELL IT FOR LESS	Boys' School Pants 300 Pairs Boys' School Pants, sizes 6 to 12, in Serge and Worsted materials. Pair 98c
Golden Fleece Knitting Yarns, Quality 4 ply, 18-0 ounces to ball. All colors. Ball 35c	Boys' School Pants One lot Boys' Worsted Pants, sizes 13 to 17. Pair \$1.48
Shoes Ladies' Shoes, all good styles, heels and leathers, worth up to \$8.00. Sale Price \$3.98	Boys' Suits One lot of Boys' Suits, all good styles and colors. Sale price \$3.98
Shoes The famous Reynolds Shoe for Men, all the latest and best styles, Black and Brown, \$12.00 value, \$7.95 for	Silk Jersey Petticoats Fine quality Silk Jersey Petticoats, with Satin Flounce, Corded Tucks and Accordion Pleated finish, regular sizes. Special at \$2.98
Shoes Ladies' high grade Shoes, consists of Red Cross, Imperial, Craddock-Terry and Pullman, all good styles, value up to \$10.00, for \$6.85	Wool Middy Blouses Girls' All Wool Middy Blouses, sizes 8 to 22. Colors: Blue and Green. Special \$3.98
Misses' and Boys' Shoes E. C. Scuffers, best School Shoe made. Sizes 12 1-2 to 2. See Efird's prices first, \$3.98 value, special \$3.48	Smart Sweaters Made so charmingly as to material, style and remarkable for comfort. All new colors and combinations. Sale Price \$4.98
Children's Shoes E. C. Scuffers for Boys and Girls, in Black and Brown, sizes 8 1-2 to 12, pair \$2.98	Glove Silk Hose \$2.98 Value, in all colors, Special for this Sale, only \$1.98
Ladies' Shoes Ladies' Black Kid Boots, English Last, Medium and Cuban Rubber heel, \$5.00 value. Special \$3.98	Huck Towels 18x35 Good Quality. Special for this Sale only, 2 for 25c
Ladies' Brogue Oxfords Ladies' Brogue Dress Oxfords in light Tan and Brown Calf, \$7.50 values. Special \$4.98	Bonnie B Hair Nets Cap Shape or otherwise. Sterilized, sanitary. Guaranteed 10c
Shoes Ladies' Dress Russia Calf Shoes, Military Rubber Heel, just what you want for street wear, \$10 value, Special \$6.98	Spool Cotton Coats Spool Cotton Thread, in all sizes and colors, 150 yard spools, only 5c
Ladies' Dress Shoes High grade \$10.00 Ladies' Boots in Brown Kid, \$10.00 value, Goodyear Welt, Solid Leather Inner Sole. Special pair \$7.45	Sateen Petticoats Women's Sateen Petticoats, with Tucks and Pleated Flounce, Elastic at top. Black and colors. 98c
Shoes for the Babies Vici Kid Baby Shoes in Black. Sizes 2 to 5. \$1.98 kind, going in this Sale at \$1.48	Table Damask 72-inch Table Damask, \$1.25 value, Saturday morning 9 A. M., long as it lasts. Special 50c
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Dress Gingham 32-Inch Fine Dress Gingham, in small and large plaids, Special yd 23c	Men's Sweaters One lot Men's Sweaters in Coat Style. Special, Each \$2.98
Baby Pants Rubber Pants for Babies, in white and Tan, small, large and medium sizes. Special, each 48c	Bloomers Genuine Pink Windsor Crepe Bloomers; Elastic at Waist and Knee. Sale Price 48c
Arrow Collars Special lot in all sizes and heights. Each 19c	Boys' Sweaters Boys' Heavy Quality Sweaters, Brown, Blue and Grey. Extremely cheap at \$1.98
Night Gowns Of White and Flesh, Square and Round Necks, with trimming of calais and callaces and embroidery 85c	Children's Hose Stand-by Hose, extra heavy, good 35c value, for 25c
School Dresses Girls' Gingham School Dresses, 6 to 10 years. New and pretty patterns 98c	Men's Union Suits Hanes Red Label Union Suits, \$2 value, Special for the sale \$1.48
Fibre Suit Cases 24-Inch, with good lock and hinges. A real big value for \$1.00	Men's Union Suits Men's Fine Ribbed Union Suits, \$1.75 value. Special at 98c
Table Oil Cloth Table Oil Cloth, White and Colors. It's a real bargain and an opportunity to save a liberal sum 29c	Children's Hose Children's Hose, Betsey's Best, 25c value, for 18c
Flannelette Gowns Women's Flannelette Night Gowns, the new Fall styles, in Stripe and Plain colors 98c	3-A Sheeting AAA Sheeting, while it lasts, the yard 15c
Blankets 72x84 Woolnap Nashua Double Blankets. Sale Price \$4.98	Ladies' Hose 35c Mercerized Hose, Black and Brown, slight defects, while they last, two pairs for 35c
Sweaters One lot of Ladies' Sweaters, all new colors and styles; good \$5.00 values, for \$3.98	Shirt Waists Shirt Waists that will charm for their daintiness. Voiles, Batistes and Organdies, Lace Trimmed. Very Special 85c
Men's Pants Men's \$3.50 value Mole Skin Work Pants. Special \$2.98	Corsets A big table of Corsets, Medium and Low Bust and Topless. Made of fine quality White and Flesh color coutil. Values \$1.50 at 98c
Men's Handkerchiefs Good White, large size, hemstitched Handkerchiefs. Special at 5c	Blue Serge Middy Suits Girls' All Wool Blue Serge Middy Suits, regular \$7.50 value. Sale Price \$5.98
Collar Bands In all sizes. Special during this Sale Each 5c	Blankets Nationally advertised Nashua, in good mixtures, size 60x80. Special at pair \$3.98
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Make Our Store Your Store

EFIRD'S

We're Always Glad to See You